Checklist of On-Page SEO Best Practices

As technology and search engine algorithms evolve, it's critical to stay up to date on SEO best practices - not only to ensure that your website ranks highly in search engine results but also to attract relevant web traffic. On-page SEO, for example, is the process of optimizing individual web pages using text and HTML code. When establishing new web pages and upgrading old web pages, on-page SEO should be considered.

Here's a list of some of the most important on-page SEO recommended practices for your website:

HTTP and HTTPS

Make sure your URL is HTTPS rather than HTTP. HTTPS in a URL informs search engines that your website is protected by an SLL certificate and is thus safe and secure. Web sites that have an [SSL certificate](#) tend to rank higher in search results.

Mobile-friendly design.

Your website should be mobile-friendly, which means the content and style should be easy to read on any screen size. Websites that are not mobile responsive are often penalized by search engines. If you're not sure if your website is mobile-friendly, check it out on your own mobile device and have your coworkers and friends do the same.

CTA that can be seen (Call to Action).

A noticeable CTA for visitors, specifically your target group, should be present on each of your site pages. Signing up for your e-mail list, receiving a free gift such as an e-book, or making a purchase on your website are all examples of CTAs.

Page loading time.

Nobody, including search engines, appreciates slow websites. If your website is slow, users will be less likely to stay on it or return in the future. Increasing page performance can be as simple as compressing your graphics and selecting a reputable web hosting company.

Buttons for sharing on social networking.

Integrate social media sharing buttons into your website to allow visitors to share your information on social media. This is an excellent approach to attract new visits to your website and possible new clients while also allowing your visitors to conduct your marketing for you.

Content of exceptional quality.

Is your website's content original, valuable, and relevant to your visitors? Quality content will not only help search engines detect this through algorithms, but it will also drive return traffic to your website. You should also evaluate the material on your website on a regular basis to ensure that it is still current, and change it as needed.

Meta descriptions and title tags.

These are HTML code snippets that appear in the header of each web page, as well as in search results (often the first impression someone has of your website). Search engines use title tags and meta descriptions to figure out what kind of information is on your web pages. As a result, make sure your title tags and meta descriptions accurately match your website's content.

Tactical Web Media can help with website design, content, and SEO optimization for your company. To learn more about our free consultations, please contact us.